Servicescapes Model

Physical Environmental Dimensions

Ambient Conditions
- Temperature
- Air quality
- Noise
- Odor
- Etc

Space/ Function
- Layout
- Equipment
- Furnishing

Signs, symbols & Artefacts
- Signage
- Personal artefacts
- Style of décor (incl colour)
- Etc

Holistic Environment

Perceived Servicescape

Cognitive
- Beliefs
- Categorisation
- Symbolic Meaning

Emotional
- Mood
- Attitude

Physiological
- Pain
- Comfort
- Physical Fit

Internal Response Moderators

Employee Response Moderators

Customer Response Moderators

Internal Responses

Employee Responses

Customer Responses

Cognitive
- Beliefs
- Categorisation
- Symbolic Meaning

Emotional
- Mood
- Attitude

Physiological
- Pain
- Comfort
- Physical Fit

Individual Response Behaviours

Approach
- Affiliation
- Exploration
- Stay Longer
- Commitment
- Carry out plan

Avoid

Social Interactions
- Between and among customers and employees

Individual Response Behaviours

Approach
- Affiliation
- Exploration
- Stay Longer
- Commitment
- Carry out plan

Avoid